

**ORDER**

KSNV

**Orders**  
**Order / Rev:** 105643  
**Alt Order #:** 06843574  
**Product Desc:** RESTORE OUR FUTURE  
**Estimate:** 548  
**Flight Dates:** 08/21/12 - 08/27/12  
**Original Date / Rev:** 08/17/12 / 08/31/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** Mentzer Media Services, Inc.  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmont Ave.  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Restore Our Future *Revised*  
**Demographic:** A35+  
**Product Codes:** PLI2  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PISSUE, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	98	\$90,900.00	\$77,265.00
08/27/12	08/27/12	18	\$15,775.00	\$13,408.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	98	\$90,900.00	\$77,265.00	0.00
September 2012	18	\$15,775.00	\$13,408.75	0.00
<b>Totals</b>	<b>116</b>	<b>\$106,675.00</b>	<b>\$90,673.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
KSNV	32%	\$106,675.00
Market	100%	\$333,359.38

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	36%	\$120,009.38
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	14%	\$46,670.31
KTUD	0%	\$0.00
KVVU	10%	\$33,335.94
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$26,668.75

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/21/12	08/24/12	M-F 6-7a WakeUp w/WagM	6-7a		-TWTF--	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
				M-F 6-7a WakeUp w/Wagners											

WAKE UP

Start Date   End Date   Weekdays   Spots/Week   Rate   Rating

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/21/12	08/24/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	CM	6-7a	-TWTF--	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-TWTF--	4		\$1,000.00		0.00						
E 2	KSNV	08/21/12	08/24/12	Today Show Today Show	CM	658a-9am	-TWTF--	:30	8	\$1,500.00	1	0.00	NM	8	\$12,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-TWTF--	8		\$1,500.00		0.00						
E 3	KSNV	08/21/12	08/24/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	-TWTF--	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-TWTF--	4		\$900.00		0.00						
E 4	KSNV	08/21/12	08/24/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	-TWTF--	:30	8	\$450.00	1	0.00	NM	7	\$3,150.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-TWTF--	8		\$450.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
5	KSNV	08/20/12-08/26/12		M-F Today Show III 4th Hr	10am-11am		-TWThF----	:30	(\$450.00)		0.00	NM			
Credited [credit]															
E 5	KSNV	08/21/12	08/24/12	Rachael Ray Rachael Ray	CM	11am-12pm	-TWTF--	:30	6	\$325.00	1	0.00	NM	6	\$1,950.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-TWTF--	6		\$325.00		0.00						
E 6	KSNV	08/21/12	08/24/12	Noon News Noon News	CM	12-1230pm	-TWTF--	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-TWTF--	4		\$425.00		0.00						
E 7	KSNV	08/21/12	08/24/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	-TWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-TWTF--	4		\$700.00		0.00						
E 8	KSNV	08/21/12	08/24/12	M-F Early News M-F Early News	CM	5-630p	-TWTF--	:30	8	\$1,200.00	1	0.00	NM	8	\$9,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-TWTF--	8		\$1,200.00		0.00						
E 9	KSNV	08/21/12	08/24/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	-TWTF--	:30	8	\$1,300.00	1	0.00	NM	8	\$10,400.00
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-TWTF--	8		\$1,300.00		0.00						
E 10	KSNV	08/21/12	08/24/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	-TWTF--	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-TWTF--	4		\$1,000.00		0.00						
E 11	KSNV	08/21/12	08/24/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	8	\$1,100.00	1	0.00	NM	8	\$8,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-TWTF--	8		\$1,100.00		0.00						
E 12	KSNV	08/21/12	08/24/12	The Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	8	\$750.00	1	0.00	NM	8	\$6,000.00



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E 24	KSNV	08/26/12	08/26/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S			1		\$1,100.00		0.00				
E 25	KSNV	08/26/12	08/26/12	Sports Night in Las Vegas Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	2	\$400.00	1	0.00	NM	2	\$800.00
SPORTS/VEGAS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----S			2		\$400.00		0.00				
E 26	KSNV	08/27/12	08/27/12	M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			1		\$1,000.00		0.00				
E 27	KSNV	08/27/12	08/27/12	Today Show Today Show	CM	658a-9am	M-----	:30	1	\$1,500.00	1	0.00	NM	1	\$1,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			1		\$1,500.00		0.00				
E 28	KSNV	08/27/12	08/27/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	M-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			1		\$900.00		0.00				
E 29	KSNV	08/27/12	08/27/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	M-----	:30	2	\$450.00	1	0.00	NM	2	\$900.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			2		\$450.00		0.00				
E 30	KSNV	08/27/12	08/27/12	Rachael Ray Rachael Ray	CM	11am-12pm	M-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			2		\$325.00		0.00				
E 31	KSNV	08/27/12	08/27/12	Noon News Noon News	CM	12-1230pm	M-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			1		\$425.00		0.00				
E 32	KSNV	08/27/12	08/27/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			1		\$700.00		0.00				
E 33	KSNV	08/27/12	08/27/12	M-F Early News M-F Early News	CM	5-630p	M-----	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			2		\$1,200.00		0.00				
E 34	KSNV	08/27/12	08/27/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	M-----	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			2		\$1,300.00		0.00				
E 35	KSNV	08/27/12	08/27/12	Face to Face w/ Raiston Face to Face w/ J.Raiston	CM	730-758pm	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-----			1		\$1,000.00		0.00				
E 36	KSNV	08/27/12	08/27/12		CM	11pm-1135pm	M-----	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00

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 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F News 3 at Eleven															
M-F News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	M-----	2		\$1,100.00		0.00						
E 37	KSNV	08/27/12	08/27/12	The Tonight Show	CM	1135p-1237a	M-----	:30	2	\$750.00	1	0.00	NM	2	\$1,500.00
Tonight Show															
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 08/27/12		08/27/12	09/02/12	M-----	2		\$750.00		0.00						
													Totals	116	\$106,675.00